



JUNIPER GOLF COMMISSION MEETING MINUTES

Date and Time: 23 February 2012; 2:00 pm

Location: Juniper Golf Course; 1938 SW Elkhorn Avenue, Redmond

Commission Members Present: Paul Klotz; Pam Garney; John Brenton; Don Noldge; Bill Saling; Ed Boero, City Council Liaison

City Staff Present: Jason Neff, Finance/Budget Manager; Susan Bailey, Public Works Administration

CourseCo/Juniper Staff Present: Tom Bugbee, CourseCo; Steve Bratcher, CourseCo

Media/Others Present: None

CALL TO ORDER

Klotz welcomed the Commission and called the meeting to order at 2:00 pm.

PUBLIC COMMENTS *(Items Not on the Agenda)*

No members of the public were present.

APPROVAL OF MINUTES

MOTION: Saling moved to approve the minutes of 26 January 2012, as written, second by Brenton, motion unanimously passed.

DISCUSSION/DECISION ITEMS

Monthly Update and Review of January 2012 Financials

Bratcher gave an overview of the monthly operations and noted that overall January was a good month. Bratcher explained that they did meet their projected number for public rounds and that they are seeing typical numbers for the driving range for this time of year. Bratcher noted that golf lessons will start again in about 2 months. Bratcher stated that they have had several events and that the food and beverage numbers were very good. He noted that overall the expenses were slightly over budget and this was due to changes in their telecommunications plan. Bratcher explained that golf operation and maintenance expenses were staying under budget.

Course Co Report/ Operational Update

Bratcher stated that even though the weather has been unpredictable; they had a total of 778 rounds, which has exceeded the prior year by over 300 rounds. Bratcher explained that the driving range is doing well and is at 42% over budget, noting that annual range memberships are increasing. Klotz asked about how range memberships effect the budget.

Bratcher provided an overview of the food and beverage activities, citing 21 events in February including weekly Kiwanis and Rotary luncheons. Bratcher stated that they will be off the temporary greens as of February 21st and that they will try to stay off them even if frost delays are necessary. He reported that they are experimenting with black sand to help increase the temperature of the greens.

Bratcher reported 222 memberships for the month and noted that they are tracking the cancellations. He explained that cancellation reasons provided have included 46% economic, 15% distance, 23% moving out of the area, and 8% citing fees or health reasons.

Bratcher provided an overview of marketing activities and explained that they gathered 600-700 e-mails at the Portland golf show; they will be marketing to small groups coming to Central Oregon. Bratcher indicated that they will be doing e-mail and direct marketing in the future with events, specials and coupons.

Social Gaming License Update

Bratcher stated that the social gaming license has been approved. Garney noted that the fee was waived, and Neff clarified that the City was the applicant. Bratcher explained that they have several regulations that they must follow under the social gaming license and Garney noted having the card players in a designated area. Boero stated that he would like to see how the restaurant is affected by the card players.

FY 12/13 Budget Review and Approval

Bugbee explained CourseCo's budget process and the 12-month rolling historical data for revenues and expenses. He noted that the most accurate way to develop a budget is to look to prior years and that a five year average helps to remove any anomalies.

Noldge joined the meeting at 2:28pm.

Bugbee described a reduction in some of the expenses and noted that revenue may be exceeded due to weather. Bugbee clarified that no membership fee increases are anticipated over the next fiscal year and that they do anticipate growth in membership. Noldge asked about increases in greens fees and Bugbee stated that there are no planned increases. Noldge indicated that he would rather see an increase in greens fees and not membership fees. Garney asked about a membership drive and Bugbee noted that it will kick off in April.

Boero asked about the percentage gain for revenue and Bugbee stated that the most significant growth will be in food and beverage with an increase in the driving range and lessons. Bugbee indicated that membership will be flat and there will be a slight increase in greens fees. He also stated that the largest decrease in expenses will be in maintenance, and food and beverage labor.

Klotz asked for comments regarding approval of the budget. Neff noted that the budget projection was to reduce the annual \$460,000 payment by one-third over the next 3 years. Neff cited improvement and suggested that the goal may have been unrealistic. Brenton stated that he is happy with the budget and the way CourseCo is marketing the course. Boero noted that controls on the expense side have been effective. The Commissioners were in favor of the proposed budget and noted that it was difficult adapting to some of the changes and that there are going to be variables along the way.

Noldge made a motion to approve the budget as submitted; second by Garney, motion unanimously passed.

Review and Adoption of Annual Plans (Marketing Plan/Capital Plan)

Bugbee provided an overview of the marketing plan and discussed the calendar of events to keep the community engaged. He explained that they are trying to reach several different segments and to attract both user and non-user groups to the course to distribute costs for such things as food and beverage. Bratcher noted partnerships with the fairgrounds and co-marketing of events.

Boero noted hosting high school tournaments and advertising at the Airport. Klotz called for final comments on the Marketing Plan and asked how often it would be updated. Bugbee explained that it needs to be dynamic and should be changed as needed.

Saling made a motion to approve the Marketing Plan as submitted; second by Brenton, motion unanimously passed.

Bugbee discussed the capital plans for equipment and replacement. He explained that these are subject to change as equipment won't be replaced unless it needs to be. Bugbee stated that the chemical storage building does need to be addressed to meet compliance requirements. He suggested that the asphalt can wait based on cash flow and that various areas throughout property need new asphalt or repairs. Bugbee noted tee construction, specifically that the women's tees are too long and that shortening some of the holes has revenue opportunity. Neff noted that the City has a capital reserve funds and explained how funds get allocated to the capital fund through golf operations over the years. Noldge asked about soundproofing the restaurant in the future.

Garney made a motion to approve the Capital Plans as submitted; second by Saling, motion unanimously passed.

Prepare for February 28th, 2012 Council Presentation

Neff reviewed the PowerPoint presentation from last year and will make revisions. He will explain any accounting issues and anomalies to the Council. Boero stated that the Council would like to see the number of rounds, and the revenues and expenses in comparison to last year. Neff clarified the shift from cash to accrual accounting that affected the membership revenue. Bratcher will explain the changes and trending in membership numbers. Neff encouraged the Commissioners to attend.

COMMISSIONER/STAFF COMMENTS

There were no public comments.

Klotz stated that he would like to have the schedule for the installation of the new range ball machine. Klotz and Noldge will not be able to attend the March meeting.

ADJOURN

There was no further business. The meeting was adjourned at 3:57 pm.

Next Meeting: The next meeting will be 22 March 2012, at 2:00pm, at the Juniper Golf Course.

APPROVED by the Juniper Golf Commission and SIGNED by the Chairperson this 26th day of April, 2012.



Chairperson